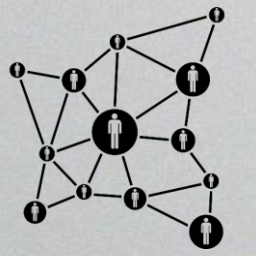
Diploma in Blogging & Content Marketing – Part I



Lesson 4

Should You Start Vlogging?

Presented by:
David Howard
Course Educator

Lesson 4

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- The Rise of the Vlog
- Making Video More Social
- Case Studies
- How To Set Up Your Own Vlog
- Summary

- Vlog Review
- Q & A

The Rise Of The Vlog

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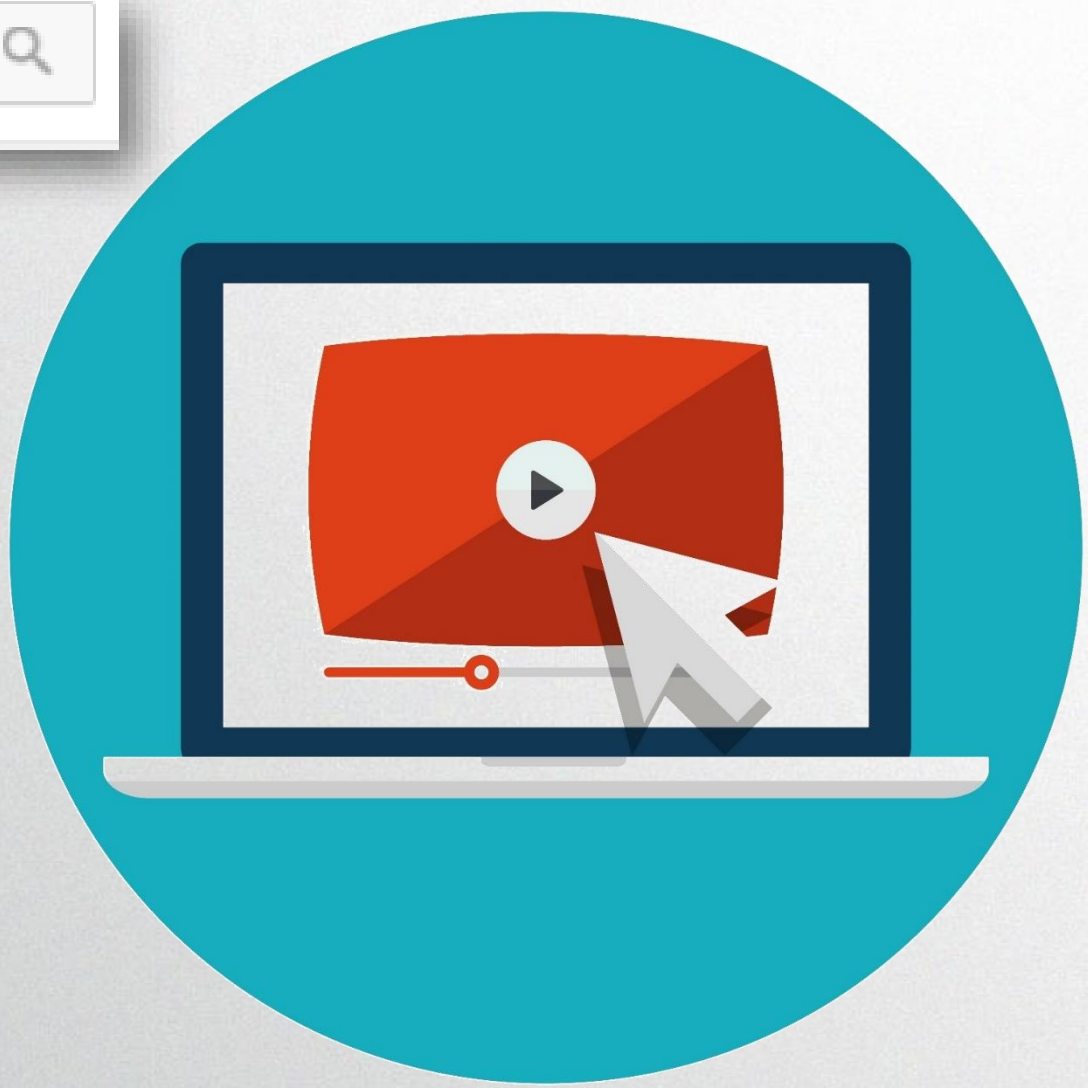
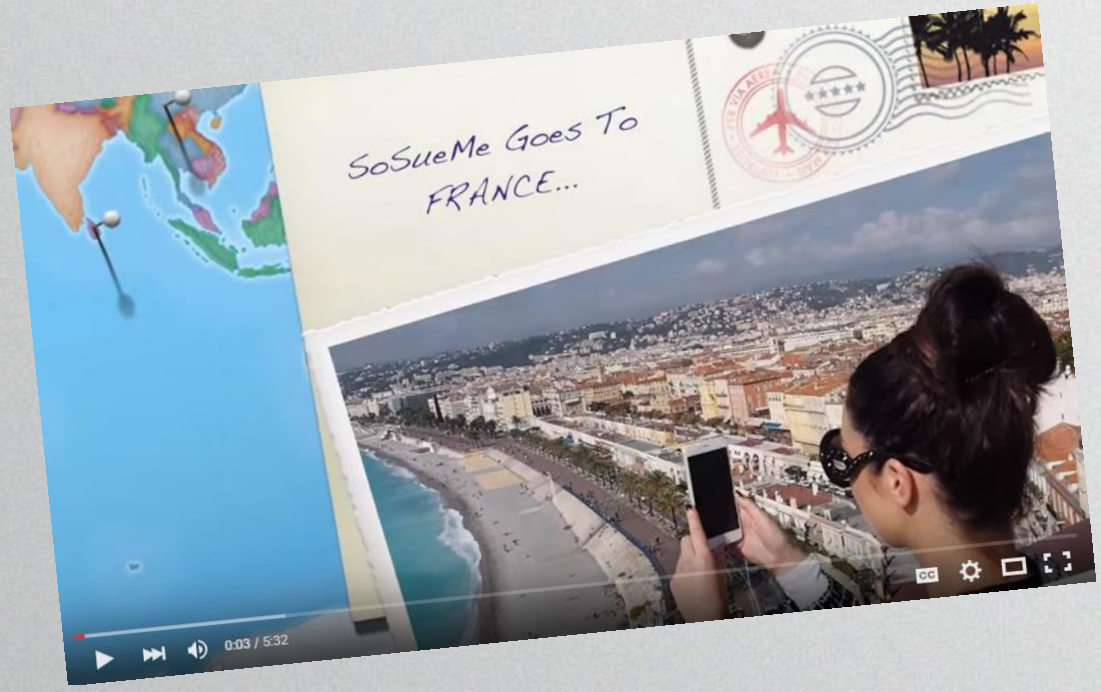
The Rise Of The Vlog

A Vlog is basically a blog that comes in the form of video.



The Rise Of The Vlog



The Rise Of The Vlog

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2004
The Yahoo Video Blogging Group

YAHOO!

2005
YouTube born & grows rapidly

2012
YouTube stars become more recognisable than Hollywood stars

2013
Selfie is entered into the Oxford Dictionary

2016
VidCon is the equivalent of the Comicon but for the biggest stars on YouTube

The Rise Of The Vlog

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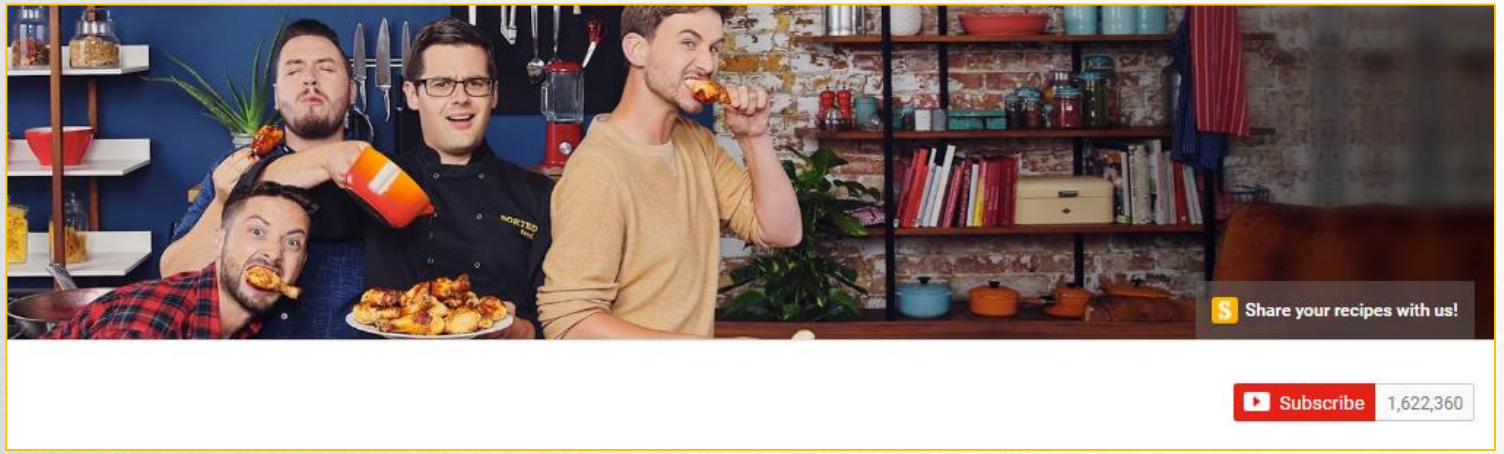
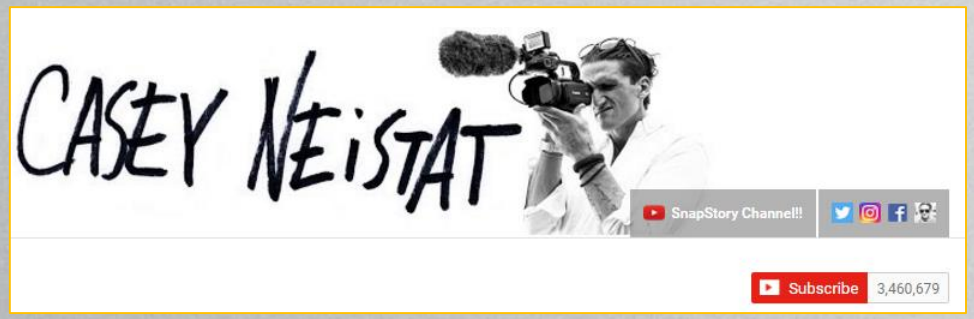
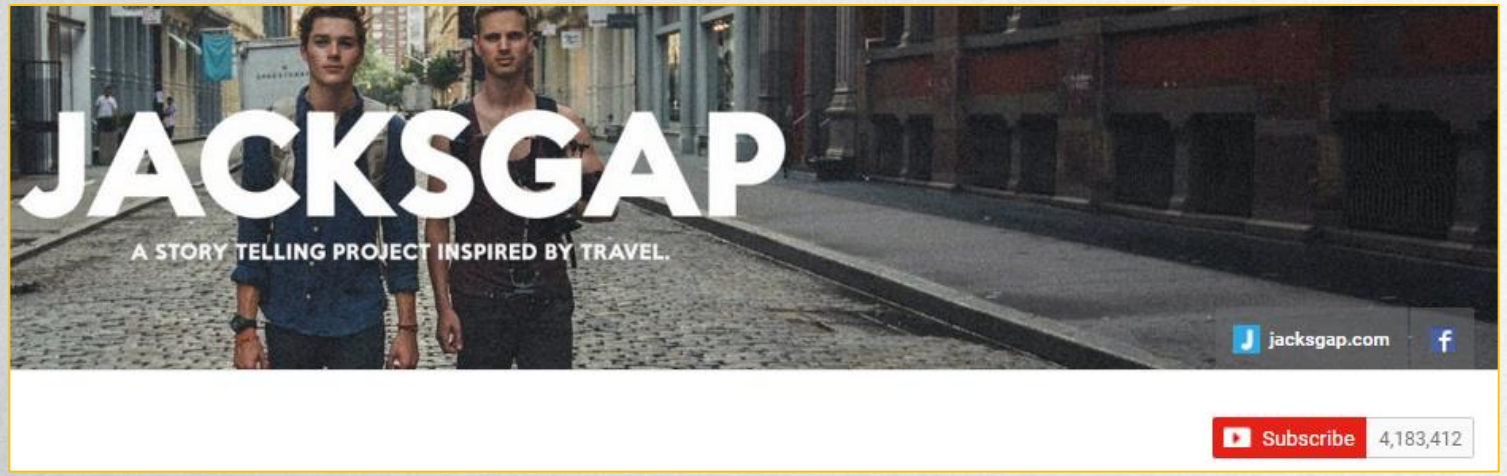
The Rise Of The Vlog







The Rise Of The Vlog

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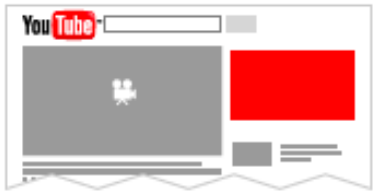
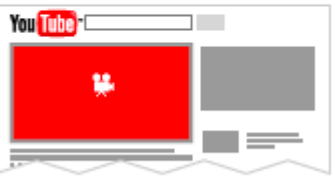
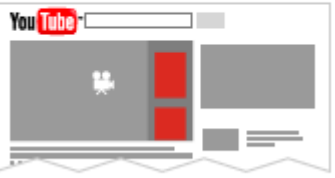
YouTube

Ad format
Display ads
Overlay ads
Skippable video ads



Non-skippable video ads and long, non-skippable video ads
Sponsored cards





The Rise Of The Vlog

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The quality and growth of mobile devices

High quality production of videos

Mobile usage & social platforms has had an explosive impact on video

Great opportunities for people entering the field

The Rise Of The Vlog

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01

Online video accounts for 50% of all mobile traffic

02

78% of people watch online videos every week

03

55% of people watch videos online every day

04

Using the word ‘video’ in an email subject line boosts open rates by 19%

05

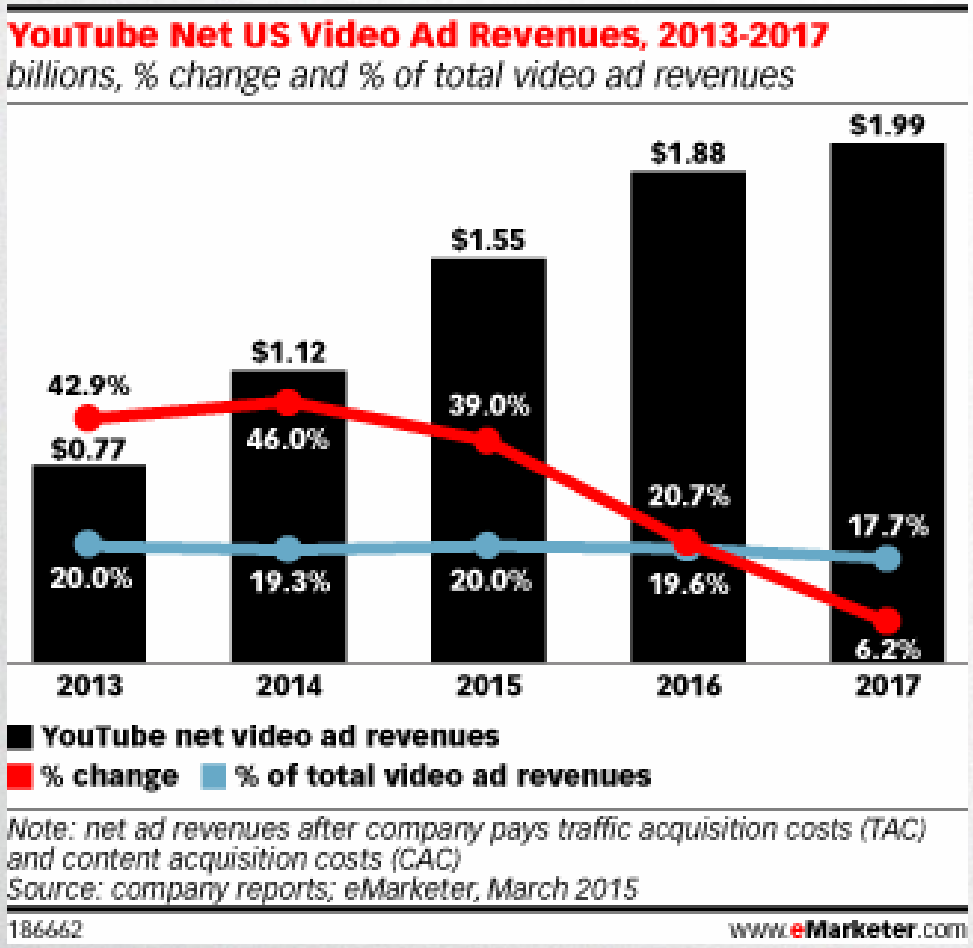
The average internet user spends 88% more time on a website with video than without

The Rise Of The Vlog

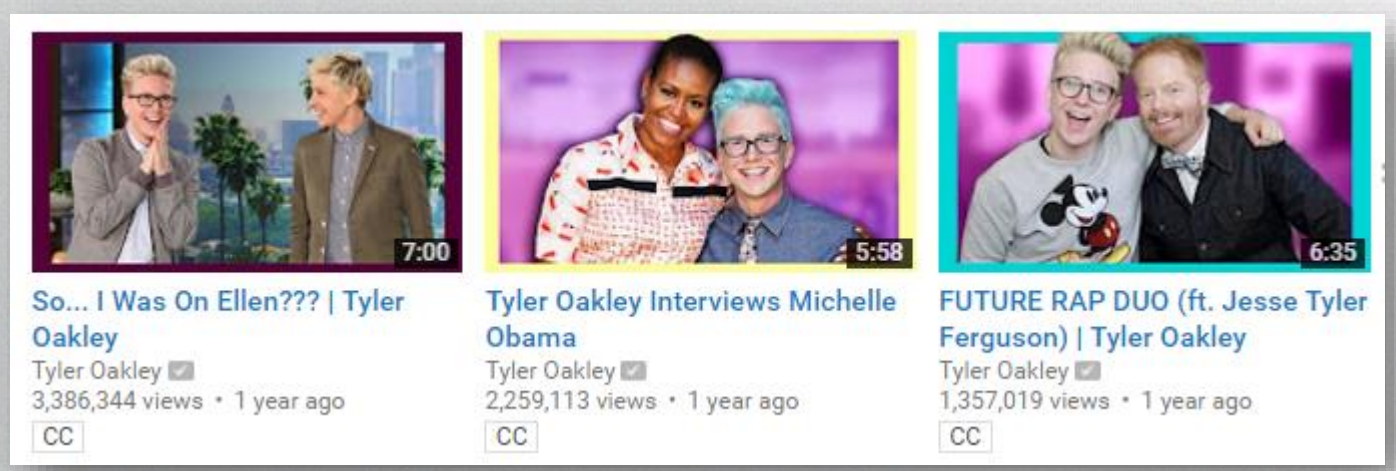
YouTube US ad revenues to reach 52% of ad revenue total

Facebook, Twitter, Instagram, Snapchat are all making the space more competitive

YouTube still set to be the biggest player with 17.7% of total share

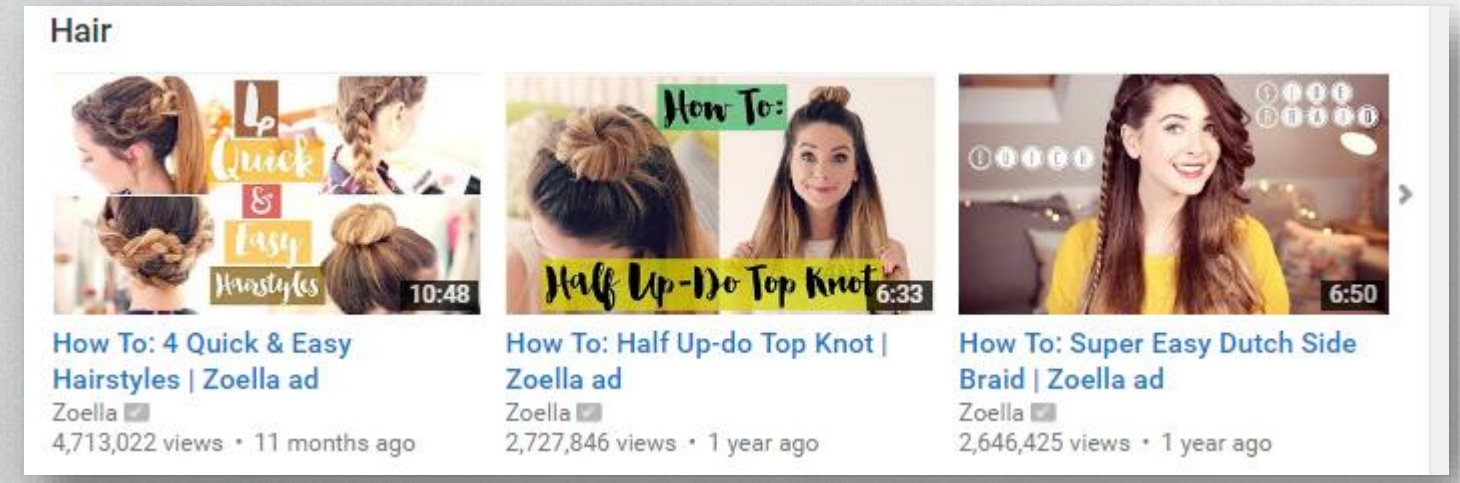


The Rise Of The Vlog



YouTubers have become extremely sought after, even attracting the attention of some of the worlds most influential people.

Brands have seen the loyalty that these YouTube Creators have with their audience, and how building trust through them has far better results


Hair
4 Quick & Easy Hairstyles
10:48
How To: 4 Quick & Easy Hairstyles | Zoella ad
Zoella
4,713,022 views • 11 months ago
How To:
Half Up-Do Top Knot
6:33
How To: Half Up-do Top Knot | Zoella ad
Zoella
2,727,846 views • 1 year ago
6:50
How To: Super Easy Dutch Side Braid | Zoella ad
Zoella
2,646,425 views • 1 year ago

Making Video More Social

Making Video More Social

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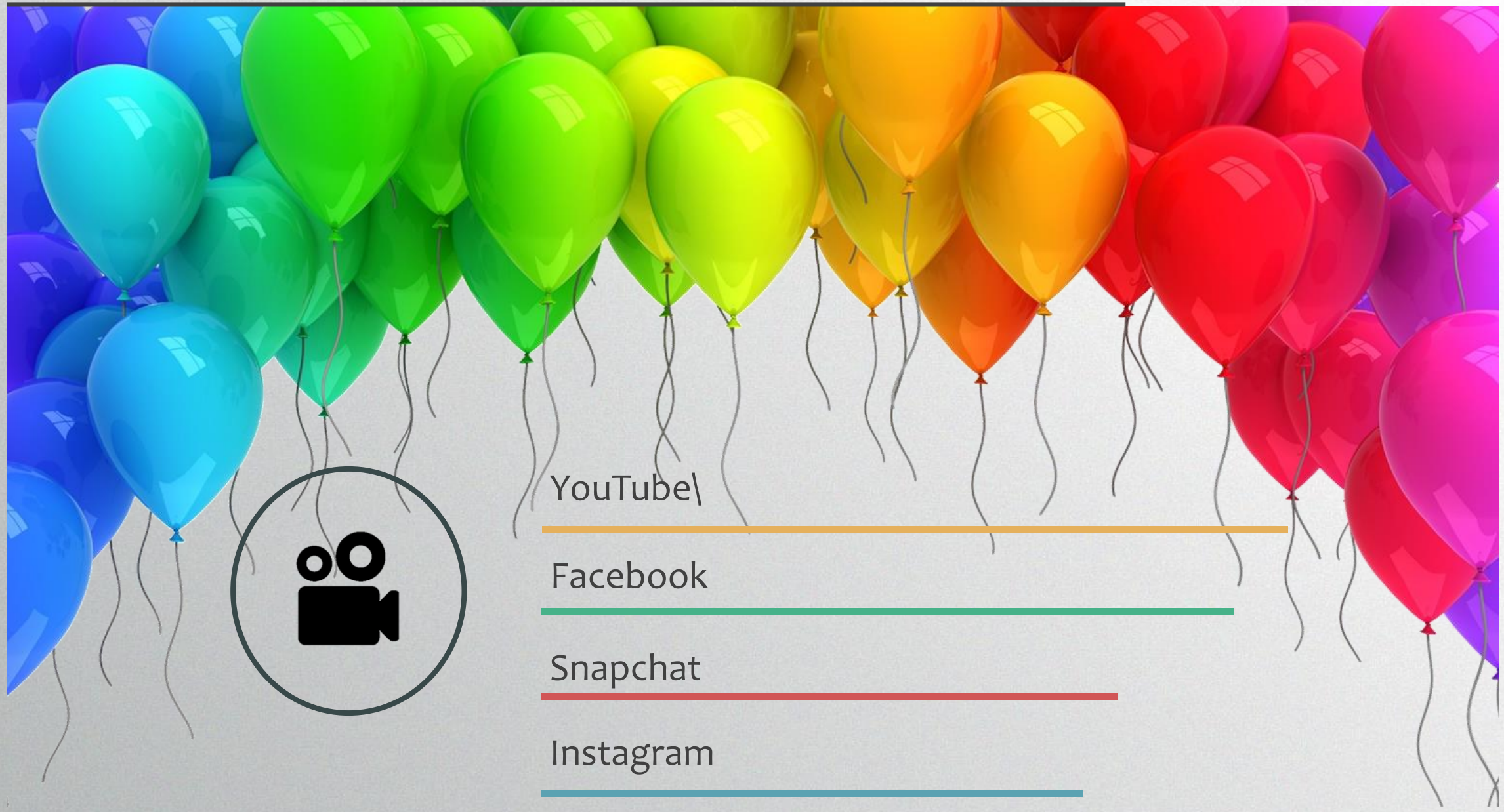
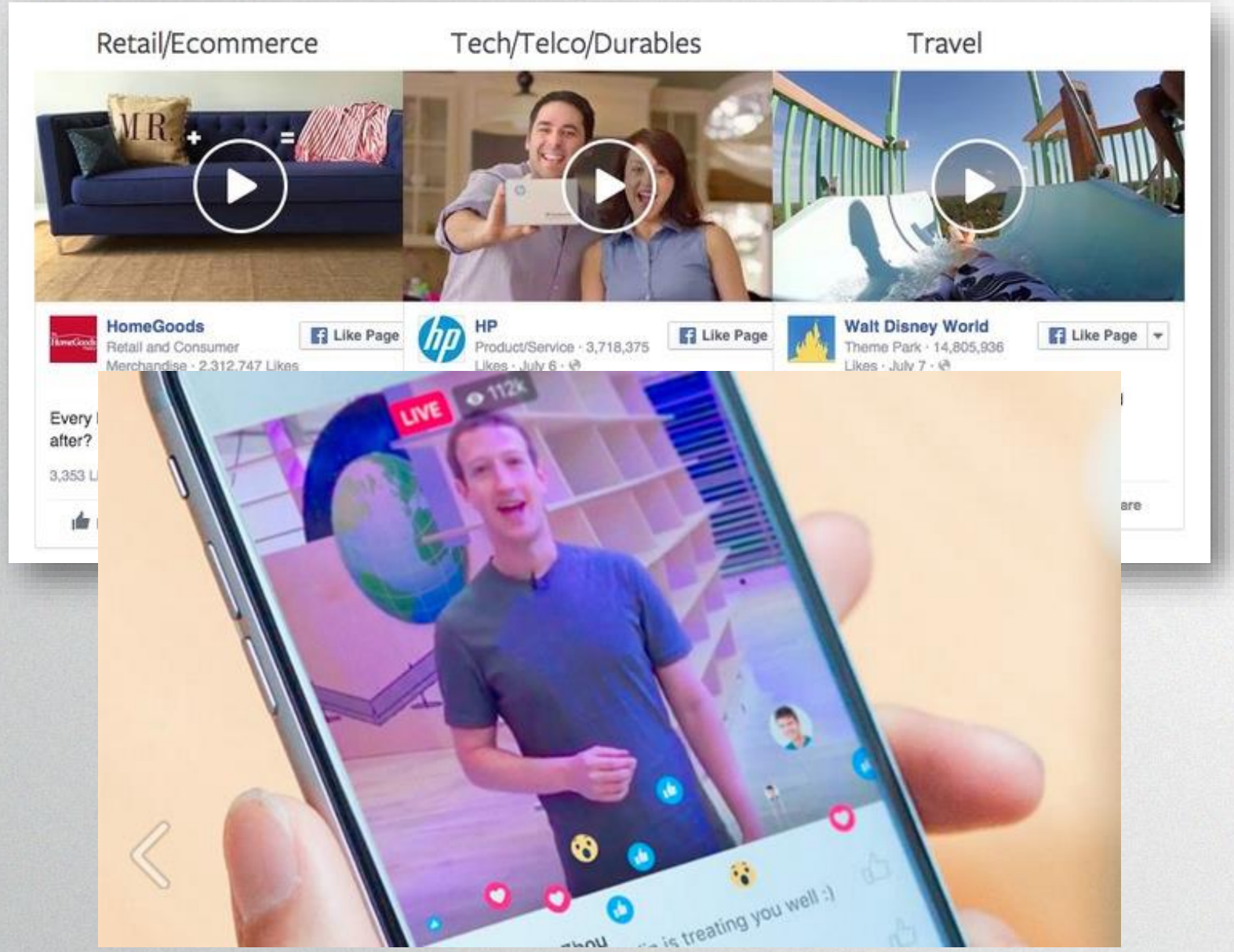
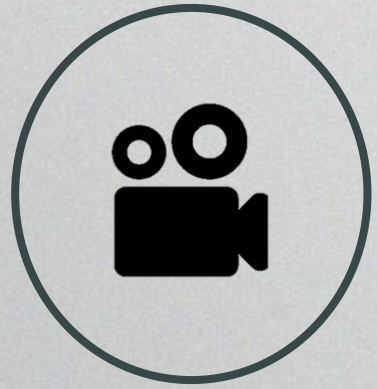


- YouTube\
- Facebook
- Snapchat
- Instagram

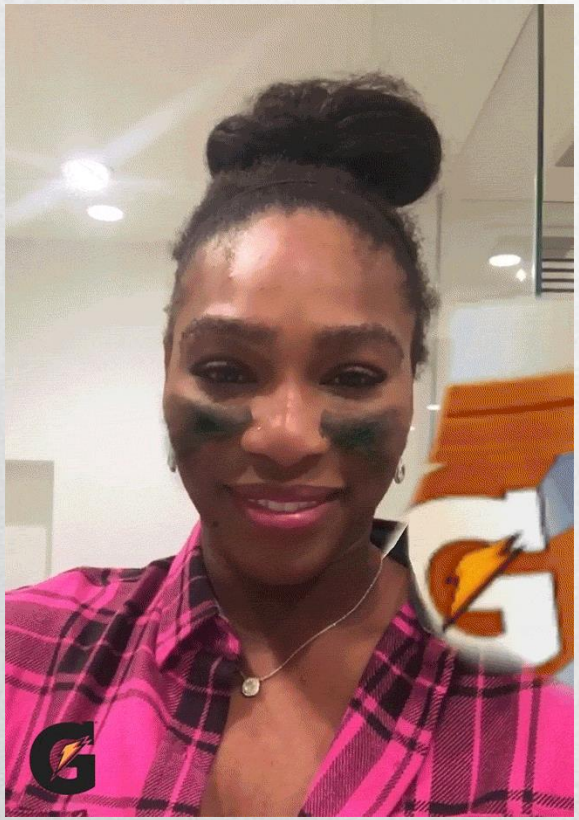
Making Video More Social



Making Video More Social



The Weather Channel



Gatorade

Crunchie

Making Video More Social

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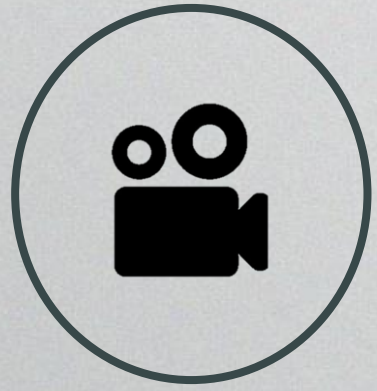
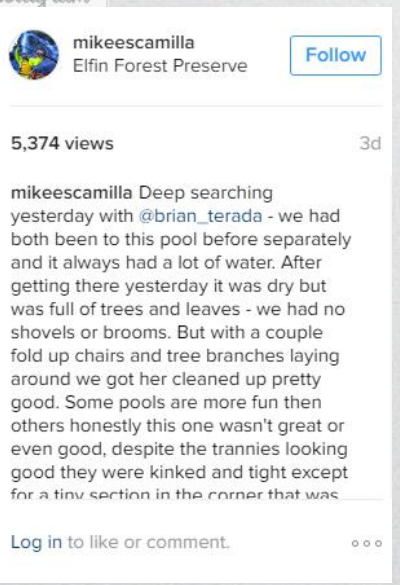
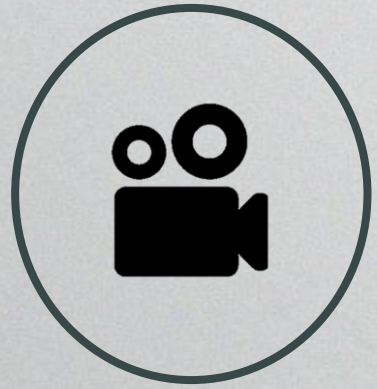
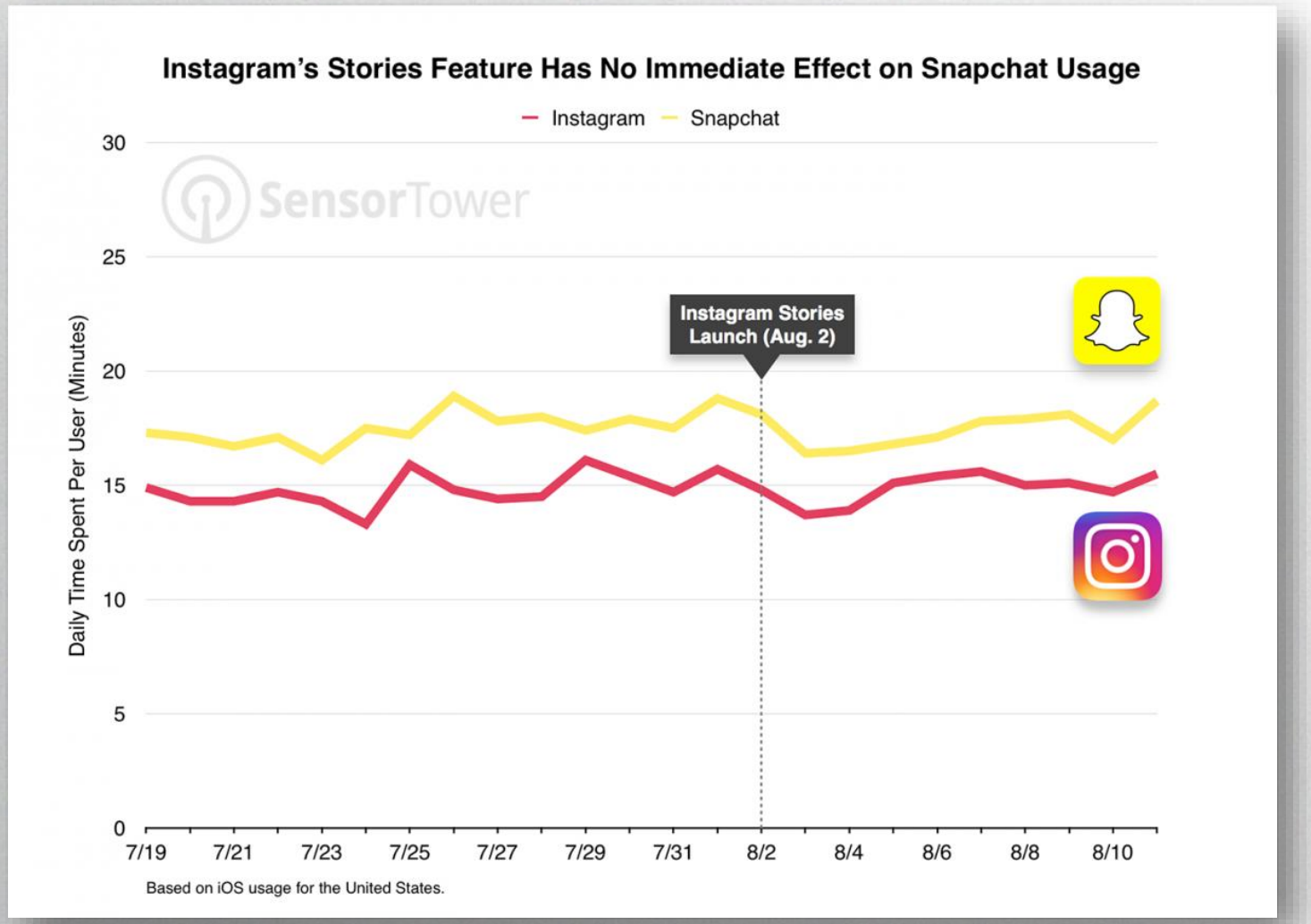
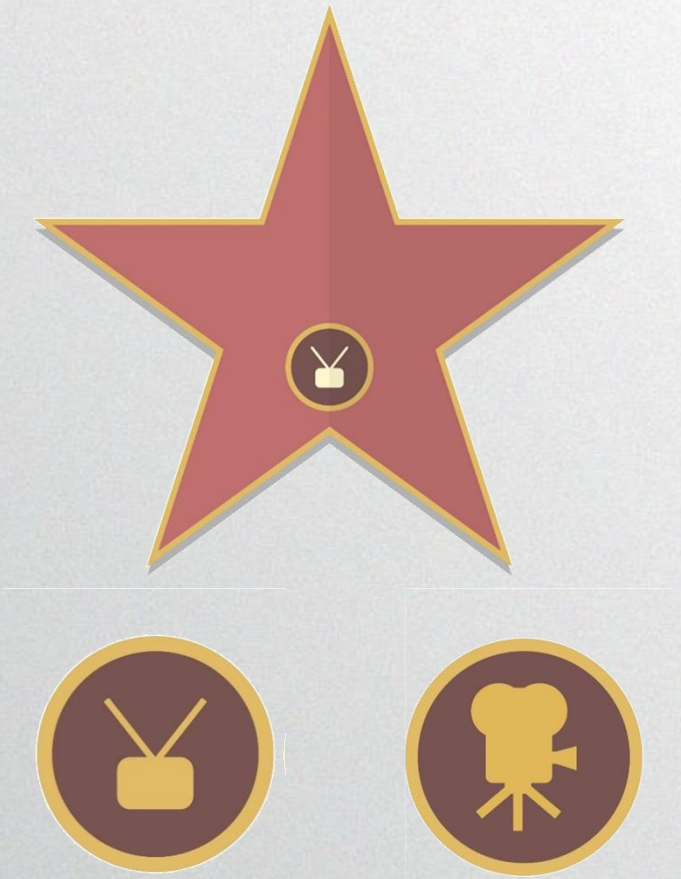



mikeescamilla
Elfin Forest Preserve
Follow
5,374 views
3d
mikeescamilla Deep searching yesterday with @brian_terada - we had both been to this pool before separately and it always had a lot of water. After getting there yesterday it was dry but was full of trees and leaves - we had no shovels or brooms. But with a couple fold up chairs and tree branches laying around we got her cleaned up pretty good. Some pools are more fun then others honestly this one wasn't great or even good, despite the trannies looking good they were kinked and tight except
Log in to like or comment.

Making Video More Social







Case Studies

Case Studies

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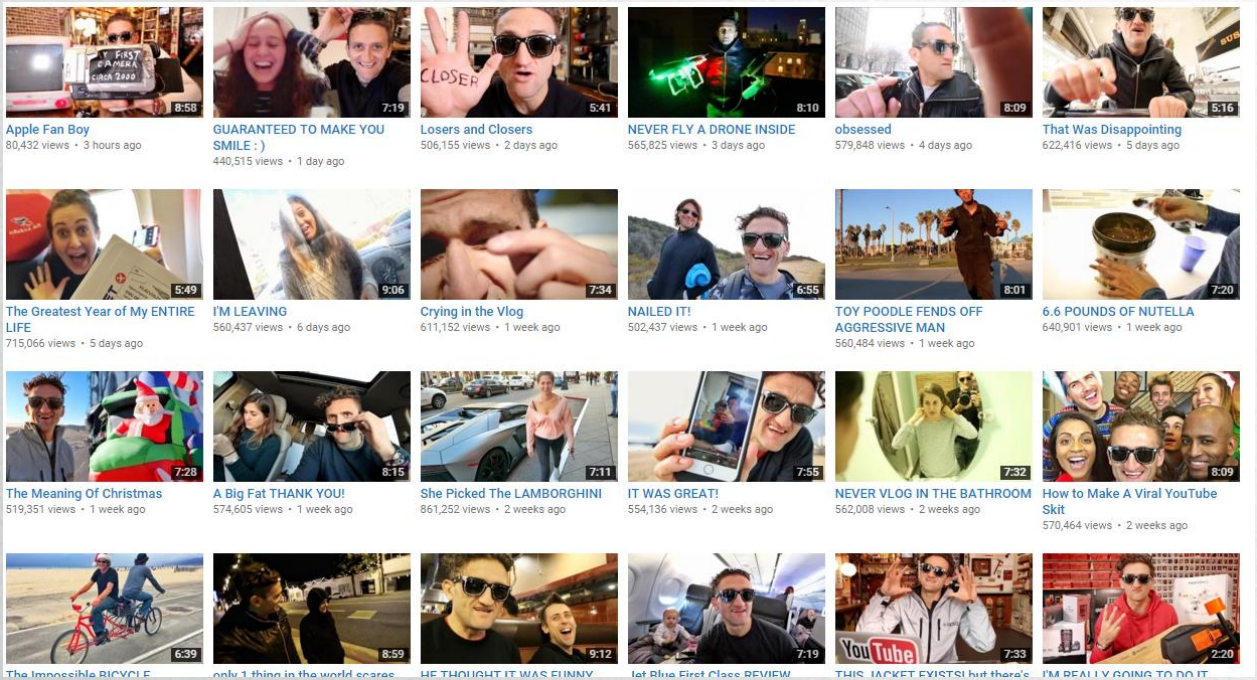
[redacted]

YouTube, Snapchat Star Casey Neistat Signs With WME (Exclusive)

Fstoppers

How Casey Neistat is Reinventing Filmmaking with Daily Vlogs on YouTube



Case Studies

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THE VERGE

PewDiePie's response to making $7.4 million is exactly why he's so successful

CBS News / CBS Evening News / CBS This Morning / 48 Hours

CBS THIS MORNING

YouTube powerhouse PewDiePie talks success and book debut

theguardian

YouTube: PewDiePie, DC Toys Collector and Katy Perry topped 2014 chart

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How To Set Up Your Own Vlog

Setting Up Your Own Vlog

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It's a slow process but consistently producing high quality will help

01

Entertainment is the reason people enjoy them

02

Diversify your strategy

03

Adds a whole new level of personalisation and trust

Setting Up Your Own Vlog

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A person will talk directly to the camera	Usually created regularly, in a similarly personal way as a blog would
Usually overlaid with text to elaborate on the subject of the vlog	Tend to last on average between 5-10 minutes

Setting Up Your Own Vlog

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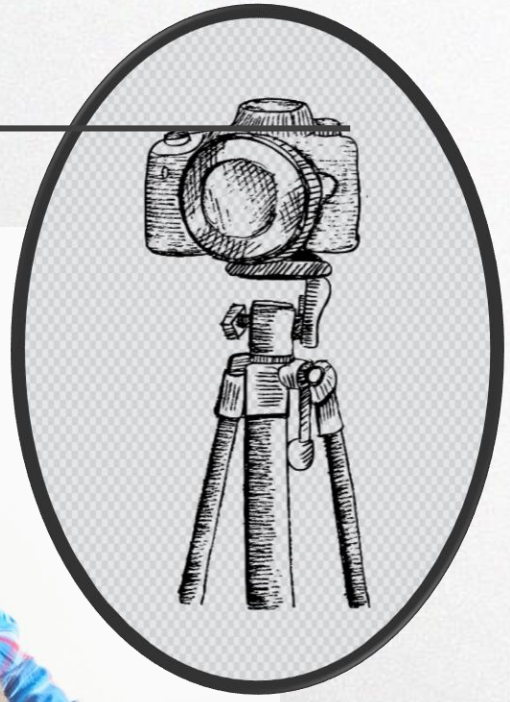

Final Cut Pro X

Setting Up Your Own Vlog

Bring people on a journey

Be enthusiastic about your own opinions, you're not a reporter!

Develop a style, try out different ones

Setting Up Your Own Vlog

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Create meaningful and informative content that your audience will enjoy

Authenticity is absolutely crucial for you to relate to your audience

Blogging/Vlogging can create a strong basis for your personal brand

Vlog Review

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Summary

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- ✓ The Rise of the Vlog
- ✓ Making Video More Social
- ✓ Success Stories
- ✓ How To Set Up Your Own Vlog

- Attend all of the lessons live to ask Questions in real time and benefit the most
- We're here to help, so contact us anytime!

Next Lesson

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- The next session is **"Content Marketing 101"**
  - What is Content Marketing?
  - How Content Marketing Can Drive Engagement
  - Learn About The Components of Creating A Content Strategy
  - What Challenges Will You Face?

- Attend all of the lessons LIVE and your knowledge will grow
- Shaw Academy **Lifetime Membership** Prize during **Lesson 6**
- Recordings are available within 24 hours

Go to www.shawacademy.com and then the Top Right Corner – **Members Area**

Q&A

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Next Lesson is

Content Marketing 101

- You will learn about Why Engaging Content is More Valuable Than Ever, How to Develop A Strong Content Strategy & How to Avoid Some of the Challenges Along The Way

- You will know about the importance of great content and how to put an effective plan in place to develop this

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